



Permit #S00039074

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00039074

Type of Permit: STILL

Release Date: 04/12/2011

Production Company NEED 'EM PRODUCTIONS

Producer SARAH GERSBACH

Insured Company Name NEED 'EM PRODUCTIONS

Director SARAH GERSBACH

Contact Phone No. 1 323-363-4600

1st AD SARAH GERSBACH

Contact Phone No. 2 310-740-4370

Fax 323-337-8318

Production Manager SARAH GERSBACH

Address 10808 NE SKIDMORE ST
PORTLAND, Oregon 97220

FilmL.A. Coordinator Hans Groszkruger

Production Title VIRGIN MOBILE

Location Manager SARAH GERSBACH

Type of Production Still Photo

Primary Phone Mobile - 323-363-4600
Secondary Phone Office - 323-363-4600

Location Assistant N/A N/A

Primary Phone Mobile - 555-555-5555
Secondary Phone

Fees

Posting 300 \$69.00

Total Permit Fee \$334.00

Notification Charge \$105.00

Number of Locations 2

FILMLA STILL APPLICATION FEE \$60.00

LA COUNTY - STILL USE FEE - BEACHES \$100.00



FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information**Location****Location 1 of 2****Page 1 of 1**

Permit Number	S00039074	Location Manager	SARAH GERSBACH
Production Company	NEED 'EM PRODUCTIONS	Primary Phone	Mobile - 323-363-4600
Insured Company	NEED 'EM PRODUCTIONS	Secondary Phone	Office - 323-363-4600
Production Title	VIRGIN MOBILE		

Location Address 270 N La Brea Ave, Los Angeles, CA, 90036

Location Type Gas Station

Film Dates 4/13/2011 - 4/13/2011 07:00 - 22:00 1 day

Open or Closed to the Public Open

Generic Conditions Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document needam agent letter475.pdf

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	Cast/Crew vehicles	5		Cast	3
	Cube Trucks	1		Crew	12
	Motor Homes	1			

Filming Activities Exterior models against scenery; Interior Dialogue;

Jurisdiction	Political: Los Angeles City - Council District 10	Police: Los Angeles Police Department	Fire: Los Angeles City
---------------------	--	--	-------------------------------

Thomas Guide Page: 633

Grid: C7

Approvals LOS ANGELES POLICE DEPARTMENT

Suzan Nelson

Parking **Base Camp**
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Posting "No Parking" signs E/S LA BREA AV, BEVERLY BL SOUTH 300'

Approximate Footage 0 - 300

Log Number 14306

Date(s) 4/13/2011 to 4/13/2011

Time(s) 07:00 to 22:00



FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information**Location****Location 2 of 2****Page 1 of 2**

Permit Number	S00039074	Location Manager	SARAH GERSBACH
Production Company	NEED 'EM PRODUCTIONS	Primary Phone	Mobile - 323-363-4600
Insured Company	NEED 'EM PRODUCTIONS	Secondary Phone	Office - 323-363-4600
Production Title	VIRGIN MOBILE		

Location Address 7200 Westward , Malibu, CA, 90265

Location Name POINT DUME / WESTWARD BEACH

Location Type Beach

Location Description POINT DUME / WESTWARD BEACH

Film Dates 4/13/2011 - 4/13/2011 07:00 - 22:00 1 day

Open or Closed to the Public Open

Generic Conditions All vehicles must be parked on private property
Must comply with attached Beaches and Harbors Conditions
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.
Parking receipts must be displayed in all windshields of all production vehicles. Parking arrangements must be made prior to film date with PCI.

Please see attached documents BEACHES and HARBORS POINT DUME-WESTWARD CONDITIONS Dec 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	Cast/Crew vehicles	5		Cast	2
	Cube Trucks	1		Crew	12
	Motor Homes	1		LA County Field Inspection	1

Filming Activities Exterior models against scenery;

Jurisdiction Political: Los Angeles County - Supervisor District 3

Police: Los Angeles County Sheriff

Fire: Los Angeles County

Thomas Guide Page: 667

Grid: E5

Location Notes Must comply with attached Beaches and Harbors conditions
The City of Malibu Requires a fee on LA County Beaches within the City of Malibu.
Dual permit required with City of Malibu
Must contact PCI directly re: parking requirements and activities on PCI property
No filming, staging or parking in red zone cul-de-sac. It is for emergency access only
No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

Approvals LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

Marisol Camey

Coordinator Note TOWER 1 AND 2. NO WATER ACTIVITY



FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information**Location****Location 2 of 2****Page 2 of 2****Permit Number** S00039074**Production Company** NEED 'EM PRODUCTIONS**Insured Company** NEED 'EM PRODUCTIONS**Production Title** VIRGIN MOBILE**Location Manager** SARAH GERSBACH

Primary Phone Mobile - 323-363-4600

Secondary Phone Office - 323-363-4600

Coordinator Note 11-sp-291-71 COUNTY FIRE FIELD INSPECTION IS REQUIRED**Parking Base Camp**

Location Type : Filming Location

Crew Parking

Location Type : Filming Location

From: "Denise Wheeler" <denise@filmpermits.com>
Subject: Authorization Letter
Date: April 6, 2009 9:40:32 AM PDT
To: <trentbrain@msn.com>
1 Attachment, 59.4 KB

Permit #S00039074

Hi, please sign the attached authorization letter. Thanks, d
Denise Wheeler
President
Film Permits Unlimited, Inc.
Office 818.347.9929
Fax 818.347.9784
www.filmpermits.com

**Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative**

I certify that I am a representative of need on Polym ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting as behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film L.A., Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film L.A., Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 04-06-09

need on Polym
Name of Principal

By: [Signature]
Representative's Signature

Trent Brain
Print Representative's Name

for manager
Representative's title

11280 La Grange Ave
Principal's Address

310-562-4878
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

Special Filming Conditions for Los Angeles County Beaches

POINT DUME/WESTWARD BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- No trucks larger than 40 ft will be allowed in parking lot.
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date. Sign removal in LA County parking lots is prohibited.
- **Lifeguard towers must be indicated on permit.**
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- **NO DRIVING SCENES ALLOWED ON SAND**
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **NO FILMING, PARKING OR STAGING IN RED CUL DE SAC AREA.**
- **No admittance to parking lots prior to 7:00 a.m.**
- **Parking lot closes at dusk. PCI attendant required after hours.**
- **Dual permit required with the City of Malibu**
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**

PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**
- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).
- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.
- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.
- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.
- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).
- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.
- A parking contract does not constitute a film permit.